

Branch Basics Case Study



At a glance

Without a clear growth strategy or internal infrastructure to manage Amazon effectively, Branch Basics struggled to gain meaningful traction or scale its revenue on the platform.

Key metrics

These metrics highlight the tangible outcomes of our Amazon Strategy — direct results from regaining brand control which drove scalable revenue growth and improving conversion rate.

\$100K- \$1M

Revenue in 14 Months

25-50%

Increased conversion Rate

3.3- 5.6

ROAS Increase

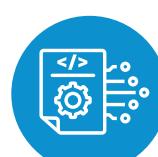
CHALLENGES

Branch Basics, a rapidly growing clean-ingredient brand, faced significant challenges on the Amazon marketplace. Despite being on the platform for over two years, the brand was generating only \$100,000 in annual sales and had lost control of its presence due to a high volume of unauthorized third-party sellers. These sellers disrupted pricing consistency, diluted brand representation, and compromised the customer experience.

SOLUTIONS



Removing Unauthorized Sellers



Rebuilding Brand on Amazon



PPC Management

BENEFITS

1

Benefits One

Sole Authorized Seller on Amazon - Enabled Direct-to-Consumer Sales at Manufacturer Pricing, Resulting in Significantly Improved Profit Margins

2

Benefits Two

Consistent Brand Representation - Ensured all product listings, messaging, and visual assets reflected the brand's identity accurately across the marketplace.

3

Benefits Three

Increased Consumer Trust - Higher conversion rates.
 Improved Customer Service - Reduced confusion and complaints by centralizing order fulfillment, returns, and communication under a single, reliable seller.



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